

Recruitment & Marketing

Marketing / Enrollment Management Administrative Unit Assessment FY 18 (July 2017-July 2018)

Department and Assessment Report Information

Prepared on:8/27/2018 6:10:02 PM	By:cheryl.carty@mga.edu
For which department or area are you reporting?	Recruitment & Marketing
What is the name and MGA email address of the person responsible for this report?	Cheryl Carty cheryl.carty@mga.edu

Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The mission of the Recruitment and Marketing division is to support the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to current and prospective students, alumni, donors, communities, and faculty and staff, recruiting and admitting a diverse population of students who will thrive and succeed in programs that promote leadership, collaboration and community development.
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What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	New division of Enrollment Management formed on July 1, 2018, with new division leader starting on August 1. This division leader will identify goals that align with pending Strategic Plan.
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Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

Objective 1

Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Maintain a sufficient number of Finding Greatness stories that are written, released and promoted that feature students, faculty and staff. Ensure alumni stories are told where possible. Migrate existing stories to new website launched in August 2017.
Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	1) Total number of Finding Greatness stories written, produced and promoted that feature students, faculty and staff. 2) Number of stories migrated to new website.
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	1) Maintaining roughly the same number of stories as FY 17 (34 stories total). With only one writer, increases are not possible. Keep distribution of stories with the majority profiling students and the second highest showcasing faculty. 2) Migrate two years of Finding Greatness stories to the new website
Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	1) 37 Finding Greatness stories were told in FY18 (8.8% increase over FY17 with 34 stories). These stories were largely about students (60%) but also included 27% about faculty. They remaining 13% were featuring alumni and staff. This distribution fully met the stated goal. 2) 68 Finding Greatness profiles were migrated to the new website from previous years, which provides a sufficient history on the website of stories about faculty, staff and students going back to October 2014. This migration included 2 years and 10 months of Finding Greatness stories, which exceeded the goal of 2 years by 41%.
Objective 1: Did your department meet this objective?	The department met this objective.
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Maintaining a target of 30 Finding Greatness stories should be max goal moving forward. The increase of additional stories strains the one staff member. There is a sufficient history of stories now to cover multiple degrees and departments. Updates on the older stories might be of interest to readers.

Objective 2

Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Maintain student-to-student communication (Knight Ambassadors) during the recruitment and admissions process
Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	We were able to secure the same levels of staffing budget to maintain Knight Ambassadors. We further formalized their outreach by arranging for them to make outbound calls from the Enrollment Call Center during evening hours. Calls during the later hours allowed more students to be reached and returned calls to be answered by the Enrollment Call Center representatives the following day.
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	100% budget staffing as the previous year.
Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	100%
Objective 2: Did your department meet this objective?	The department met this objective.
Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	The after-hours use of the call center by student callers allowed for the staff to be in same building as Campus Police, which solved multiple problems to include security, supervision, heating/cooling in larger building after hours, and return calls to be properly answered.

Objective 3

Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	For dual-enrolled high school students, pursue a piloting of use of PSAT scores as an alternative assessment to SAT/ACT scores. The Georgia Dept. of Ed pays for the PSAT to be administered to all public high school students in October of their sophomore year. The PSAT and SAT are currently on the same scale.
Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	A pilot was launched. The measurement will be to compare grades of new dual-enrolled high school students admitted with only a PSAT score to those new students that are admitted with SAT/ACT scores. Due to the admissions cycle, Summer 2018 semester grades will be the first semester that this can be measured. Due to the small number of new dual enrolled students entering in the summer, the better measurement will be the comparison of grades for Fall 2018 semester.
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	The targeted outcome for this objective is roughly the same grade distribution for PSAT only versus SAT/ACT.
Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	Not able to be measured in this academic year
Objective 3: Did your department meet this objective?	The department did not meet this objective.
Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	n/a

Objective 4

Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Saturday tour dates for prospective new students should be scheduled based on baseline data from the previous academic year.
Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	This objective was discontinued. At the recommendation of an enrollment management consultant, Saturday tours were changed to more institutionally-involved Open House events.
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	n/a - objective discontinued
Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	n/a
Objective 4: Did your department meet this objective?	The department did not meet this objective.
Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Open House days brought in a greater number of guests to campus than previous Saturday tours. The guests were able to interact with more faculty and staff and were also able to obtain more information about attending here.

Future Plans

<p>Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.</p>	<p>New division of Enrollment Management formed on July 1, 2018, with new division leader starting on August 1. This division leader will identify goals that align with pending Strategic Plan.</p>
<p>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</p>	<p>New division of Enrollment Management formed on July 1, 2018, with new division leader starting on August 1. This division leader will identify goals that align with pending Strategic Plan.</p>

Form run:

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